



Attachment H Gold Application Instructions

# WIC Breastfeeding Award of Excellence

## Gold Award Application Instructions

There are 3 Award Levels: Gold, Premiere, and Elite.

**Gold Award Questions:** In order to be eligible for any level of award, applicants must fulfill the criteria for all the Gold Award questions.

The Gold Award application has a total of 30 questions. The Gold Award questions, worth 1 point each, are criteria identified as best practices, which demonstrate excellence in breastfeeding practices and support, and relate to practices beyond the core components of the [WIC Breastfeeding Model for Peer Counseling](#).

**Premiere and Elite Award Questions:** The Premiere and Elite application has 16 questions. The Premiere and Elite questions are each worth 2 or 3 points. The questions for these higher level awards are criteria identified as exemplary practices that are deserving of the highest recognition of excellence. An applicant may fill out the Gold award application and choose not to complete the combined application for the Premiere and Elite awards.

**Performance data:** Applicant does not submit performance data. The performance data considered is the rate of exclusively breastfed infants reported by local WIC agencies and published annually on the FNS website. Performance data is considered for the Premiere and Elite Awards. Evaluators will use the most recent data posted on the [FNS website](#).

### GOLD AWARD

- All Gold Award application questions (30 points) must be answered “yes” to be eligible.
- Eight of the 30 questions require you to add additional documentation to support your response.
- Performance data is not considered.

### PREMIERE AWARD

- Applicants must meet the criteria for the Gold Award (30 points) and
- Additional 20 points from the Premiere and Elite application questions such that additional points are awarded in each of the 3 sections:
  - a minimum of 12 points from the Peer Counseling section,
  - a minimum of 4 points from the Partnership section,
  - a minimum of 4 points from the Other Criteria section.

In accordance to Section 231 of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA) (Public Law 111-296), this information is being collected to assist the Food and Nutrition Service in implementing a program to recognize exemplary breastfeeding support practices at WIC local agencies and clinics. This is a voluntary collection, but failure to provide the requested information in full will prevent applicants from being considered for recognition. FNS will use the information to improve the delivery and tailoring of WIC services and increase satisfaction of both



staff and participants. This collection requests only minimal personally identifiable information (email address) which will not be used routinely to retrieve records under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0591. The time required to complete this information collection is estimated to average 2 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5<sup>th</sup> floor, Alexandria, VA 22314 ATTN: PRA (0584-0591). Do not return the completed form to this address.

- and Performance data of either:
  - the rate of exclusively breastfed infants is at least 15 % or higher in the previous year of published data, and the most recently published year of data shows an increase over the previous year OR
  - the rate of exclusively breastfed infants is at least 25 % or higher in the most recently published year of data

#### ELITE AWARD (highest level)

- Applicants must meet the criteria for the Gold Award (30 points) and
- ALL of the Gold Premiere and Gold Elite application questions are answered “yes” (36 points) and
- Performance data that demonstrates 40% or higher of the infants are exclusively breastfed.

In order to apply for an award of excellence, your local agency must first be able to answer “Yes” to the following two questions.

1. Has your local agency peer counseling program been in place for at least one year? Check 'Yes' on the application, if appropriate.
2. Does your local agency peer counseling program meet ALL of the components of the WIC Breastfeeding Model for Peer Counseling, as listed below? Check 'Yes' on the application, if appropriate

#### WIC BREASTFEEDING MODEL FOR PEER COUNSELING REQUIRED PROGRAM COMPONENTS

##### Program Management

- The local agency has a designated peer counseling program manager or coordinator.
- The local agency has standardized breastfeeding peer counseling program policies in place as part of its nutrition education plan.
- Local agency staff is trained on supporting the peer counseling program.
- The local agency has a WIC designated breastfeeding expert for referrals outside of the peer counselor’s scope of practice.
- The local agency has established community partnerships to enhance the effectiveness of its peer counseling program, e.g., hospitals, health care providers, home visiting programs, etc.

##### Peer Counselor Staffing

- The local agency has defined job parameters and position descriptions for peer counselors.
- Peer counselors are recruited and hired from the target population served by WIC.
- Peer counselors are paraprofessionals, i.e., are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.
- Peer counselors are available to WIC clients outside usual clinic hours and outside the WIC clinic environment.
- Peer counselors receive compensation and reimbursement for expenses.

##### Peer Counselor Training and Support

- Peer counselors are trained with a standardized curriculum based on the FNS

Peer Counseling trainings.

- Ongoing continuing education is provided to peer counselors through regularly scheduled staff meetings and other educational opportunities.
- Peer counselors have timely access to a WIC Designated Breastfeeding Expert for assistance with problems outside their scope of practice.
- Peer counselors are offered opportunities to meet regularly with other peer counselors.

## Documentation

Some questions in this application require additional documents. There are two types of document requests, a narrative and/or supportive documentation.

Narrative refers to a document with explanatory statements that have been written exclusively for the purpose of this application. The narrative should describe how your agency meets the criteria of a specific question as noted in the instructions. *Narratives are not to exceed 500 words.*

Supportive documentation refers to documents that already exist. The preferred source of documentation are locally developed policies, procedures, MOU's, etc.; however, State and Federal documentation is also acceptable. You may submit these documents to demonstrate your agency meets the criteria of a specific question as noted in the instructions for that question.

When attaching documentation, indicate the page number(s) where the specific information can be found in response to the question. Each document you attach to the application must have a unique name/title entered into the application. The title should reflect the content of the document. For example, supportive documentation for Question 2 can be named, "Q2.After Hours Policies." *Do not submit entire policy and procedure manuals.*

If you submit the same document for more than one question, enter the same document title again, and indicate the page number(s) that corresponds to the specific question.

If your local agency has previously received a Gold award in the past 4 years, skip to page 13 of the Gold Application Instructions.

## PEER COUNSELING

Question 1. (1 point)

Does your local agency conduct an annual needs assessment that identifies each of the following:

- a) the top 2 priorities for your target audience;
- b) where gaps exist in breastfeeding services and resources within your target audience that can be addressed through peer counseling; and
- c) where improvements in your program are needed?

Successful peer counseling programs occur through careful planning to address identified needs. Information gathered during needs assessment helps local agencies identify strengths as well as areas of breastfeeding services that can be modified or improved through peer counseling. A needs assessment helps local agencies set priorities to maximize the effectiveness of peer counselors. Without a needs assessment, planning is just a best guess.

Acceptable documentation:

The narrative should describe the top 2 priorities determined by the needs assessment, how your local agency is addressing those needs through peer counseling, and where improvements in your program can be made. Narrative not to

exceed 500 words.

Check the appropriate box (Yes/No) in response to the question. Attach narrative. Fill in narrative title.

Question 2. (1 point)

Do you have a protocol that describes how peer counselors address a mother's concerns and needs outside of usual clinic hours, including how peer counselors make after-hour referrals?

The key to success in peer counseling is being available to mothers when they need it most. Breastfeeding problems often occur outside usual business hours, and peer counselors provide important support beyond usual WIC services. The WIC Breastfeeding Model for Peer Counseling requires that peer counselors be available to mothers outside of usual clinic hours, i.e., evenings and weekends. Exemplary peer counseling programs develop strategies to ensure that peer counselors are available to address a mother's concerns and needs in a timely manner (via phone, hotline, or face-to-face) and that referral and follow-up are provided.

Examples of Acceptable Supportive Documentation: Policies and procedures or protocols, Training materials, Position descriptions / Roles and Responsibilities

Documentation attached includes all of the following:

- Your agency's written procedure of the PC after hours referral process
- Describes how peer counselors address a mother's concerns and needs outside usual clinic hours.
- Describes at least one of the following: telephone calls, hotline, or face-to-face.
- Describes how after-hour referrals are made to the peer counselor or Designated Breastfeeding Expert.

Check the appropriate box (Yes/No) in response to the question.

Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 3. (1 point)

Do you have opportunities for peer counselors to observe and shadow experienced lactation experts and experienced peer counselors?

Check the appropriate box (Yes/No) in response to the question.

Question 4. (1 point)

Do you routinely monitor the work of peer counselors through spot checks, chart reviews, contact forms?

Check the appropriate box (Yes/No) in response to each question.

Question 5. (1 point)

Do you routinely observe newly trained peer counselors during contacts with mothers to provide guidance and affirmation?

Check the appropriate box (Yes/No) in response to each question.

**Question 6. (1 point)**

Do you schedule routine meetings to discuss case studies with your peer counselors?

Check the appropriate box (Yes/No) in response to each question.



Question 7. (1 point)

Do you have adequate supervision of peer counselors by staff with advanced lactation training?

Adequate supervision is defined as having at least a .25 full time employee (FTE) supervisor for every 5 peer counselors.

Supervisory responsibilities include mentoring, monitoring, follow-up, and spot checks. Check the appropriate box (Yes/No) in response to the question.

Question 8. (1 point)

Do you have a written defined scope of practice for a peer counselor that describes the peer counselor's role to provide basic breastfeeding education and support to WIC mothers?

Peer counselors supplement, but do not replace, the work of CPAs and lactation professionals. A peer counselor's scope of practice is to provide basic information and support to new moms, and make referrals when they experience problems beyond their training. The peer counselors' scope of practice summarizes typical situations for which peer counselors can provide services, as well as the types of information they can provide.

Examples of acceptable supportive documentation: Written Scope of Practice, Position description/ Roles and Responsibilities, Policy and Procedures, Training Manual, Referral protocol for peer counselors/list of referral topics.

Documentation attached includes all of the following:

- Scope of practice is attached.
- Scope of practice limits the peer counselor's responsibilities to providing basic information and support to new moms, and making referrals when peer counselors experience problems beyond their training.

Check the appropriate box (Yes/No) in response to the question.

Attach the supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 9. (1 point)

Do you have procedures in place that describes when the peer counselors should “yield” and refer breastfeeding concerns and conditions that are outside the scope of practice of the peer counselor to a Designated Breastfeeding Expert (DBE) AND how the DBE refers the participant back to the peer counselor?

A peer counselor’s scope of practice is limited to providing basic information and support to new moms about normal breastfeeding, and “yield” (make referrals) when they experience problems beyond their training. WIC mothers who need support outside the peer counselors scope of practice should be referred to the DBE to provide timely and appropriate follow-up.

Documentation attached includes all of the following:

- Process describes how peer counselors refer moms to a Designated Breastfeeding Expert as part of normal clinic operations, during both the prenatal and postpartum periods
- How the DBE follows up with the peer counselor to share the participants' care plan.

Examples of acceptable supportive documentation:

Policy and Procedures, Training Manual, Referral protocol for peer counselors/list of referral topics.

Check the appropriate box (Yes/No) in response to the question.

Attach the supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 10. (1 point)

Do you have a process/protocol in place for WIC staff to refer WIC participants to peer counselors as part of your usual WIC certification, assessment and nutrition education process?

Peer counselors should receive ongoing referrals from local clinic staff as part of the usual WIC certification, assessment and nutrition education process. This includes creating ways to connect mothers who need breastfeeding support and to peer counselors.

Acceptable narrative or documentation attached includes all of the following:

- Process describes how WIC mothers are referred to peer counselors during the prenatal period.
- Process describes how WIC mothers are referred to peer counselors during the postpartum period.
- Narrative not to exceed 500 words

Examples of acceptable supportive documentation: Policy and procedures, Staff training materials, Referral protocol for peer counselors

Check the appropriate box (Yes/No) in response to the question.

Attach the narrative or supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 11. (1 point)

Do peer counselors routinely contact mothers, at a minimum, monthly during pregnancy and weekly 2 weeks prior to a woman's expected delivery date?

Check the appropriate box (Yes/No) in response to each question.

Question 12. (1 point)

Do peer counselors routinely contact mothers, at a minimum, every 2-3 days in the first week after delivery AND within 24 hours if the mother reports problems with breastfeeding AND weekly throughout the rest of the first month?

Check the appropriate box (Yes/No) in response to each question.

Question 13. (1 point)

Do peer counselors routinely contact mothers after a woman's first month postpartum, at a minimum, monthly, as long as things are going well?

Check the appropriate box (Yes/No) in response to each question.

Question 14. (1 point)

Do peer counselors routinely contact mothers during a woman's first month postpartum, and at a minimum, 1-2 weeks before the mother plans to return to work or school AND 1-2 days after she returns to work or school?

Check the appropriate box (Yes/No) in response to each question.

## PARTNERSHIP

Although the WIC Program can provide many of the services breastfeeding women in the community need, WIC cannot do it alone. Various community entities such as public health programs, coalitions, schools and employers, impact a mother's ability to initiate and continue breastfeeding. Establishing meaningful partnerships among these relevant community organization/resources is critical to a mother's breastfeeding success.

A partnership is defined as a sustainable ongoing voluntary collaborative agreement between two or more parties based on mutually agreed objectives and a shared vision, generally within a formal structure. The partners agree to work together to achieve a common goal, undertake specific tasks, and share risks, responsibilities, resources, competencies and benefits in order to provide breastfeeding support throughout the continuum of care.

Question 15. (1 point)

Was the partnership developed to solve an existing problem or gap in breastfeeding support services?

Check the appropriate box (Yes/No) in response to each question.

Question 16. (1 point)

Are the resources each partner brings to the partnership clearly delineated?

Check the appropriate box (Yes/No) in response to each question.

Question 17. (1 point)

Does the partnership have goals that have been agreed upon by the members of the partnership?

Check the appropriate box (Yes/No) in response to each question.

Question 18. (1 point)

Are the roles and responsibilities clearly identified and understood by all members of the partnership?

Check the appropriate box (Yes/No) in response to each question.

Question 19. (1 point)

Does the partnership have activities that have been agreed upon by the members of the partnership?

Check the appropriate box (Yes/No) in response to each question.

Question 20. (1 point)

Has the partnership produced results that provide an ongoing benefit?

Check the appropriate box (Yes/No) in response to each question.

## OTHER CRITERIA

### CLINIC ENVIRONMENT

Positive breastfeeding posters and brochures, comfortable areas for women to breastfeed, and signs that say "Breastfeeding Welcome Here" are all ways a clinic can promote and support breastfeeding through the environment. The manner in which staff communicate and interact with participants should always be supportive of breastfeeding. AA breastfeeding Friendly clinic environment is educational and promotional materials portray breastfeeding as the best source of infant nutrition and does not display materials that feature infant formula.

Policies should support a clinic environment where participants feel comfortable breastfeeding by providing a space in the clinic for participants to breastfeed and a private space for participants to express their milk.

Question 21. (1 point)

Do you have a supportive clinic environment for breastfeeding that visibly endorses breastfeeding as the preferred method of infant feeding?

Check the appropriate box (Yes/No) in response to each question.

Question 22. (1 point)

Do you have policies that support a clinic environment where participants feel comfortable breastfeeding?

Check the appropriate box (Yes/No) in response to each question.

**SUPPORT OF EXCLUSIVE BREASTFEEDING**

The American Academy of Pediatrics encourages exclusive breastfeeding for the first 6 months. WIC staff has an important role in educating mothers about exclusive breastfeeding, what to expect with breastfeeding, and providing the support necessary for them to feel confident in their ability to do so. The local agency must have policies and procedures in place that ensure benefits and services (support, education, and counseling) are provided to promote exclusive breastfeeding.

Staff provides realistic strategies to mothers on how to feed their baby only breast milk and provide appropriate support and/or referrals as needed.

Question 23. (1 point)

Do you have policies and procedures that encourage and support exclusive breastfeeding among prenatal and postpartum WIC participants?

Examples of acceptable supportive documentation: Policies and procedures, Staff training materials

Documentation attached includes all of the following:

- Encouragement is provided to mothers to exclusively breastfeed for 6 months and continue to breastfeed for at least the first year of life and thereafter as long as desired
- Staff provide anticipatory guidance on what mothers should expect and strategies for breastfeeding success
- Efforts are made to contact mothers who intend to breastfeed as soon after delivery as possible to provide timely breastfeeding support during the early postpartum period
- No routine issuance of infant formula in the first month
- Minimal infant formula amounts are provided only when medically necessary or requested.
- If formula is provided it is based on the infants assessed needs
- Education is provided to mothers on the effects of early formula supplementation of breastfeeding
- Staff promotes the fully breastfed food package, making participants aware of the greater quantity and variety of food included in this package
- Prohibits the promotion of infant formula

Examples of acceptable supportive documentation: Policies and procedures, Staff training materials. Check the appropriate box (Yes/No) in response to the question.

Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 24. (1 point)

Do you ensure that all staff are trained to support the goal of exclusive breastfeeding with WIC participants using the FNS-developed competency-based breastfeeding curriculum?

Check the appropriate box (Yes/No) in response to each question.

Question 25. (1 point)

Do you have policies and procedures that require staff to assess, and individually tailor food packages to all breastfeeding dyads when infant formula is requested?

Examples of acceptable supportive documentation: Policies and procedures, Staff training materials

Documentation attached includes all of the following:

- Indicates individually tailored food packages to all breastfeeding dyads based on a complete breastfeeding assessment
- Routine issuance of infant formula to breastfeeding infants is prohibited.

Check the appropriate box (Yes/No) in response to the question.

Attach the supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

**STAFF TRAINING**

Breastfeeding promotion and support has always been a key part of the WIC Program's mission to improve the health of its target population. It is essential for all staff to have knowledge and skills needed to encourage and support breastfeeding mothers. All local agency staff who interact with WIC participants should be trained to have a level of competence in breastfeeding promotion and support relevant to their tasks and responsibilities.

Question 26. (1 point)

Does new clinic staff orientation include breastfeeding policies and procedures especially related to supporting exclusive breastfeeding?

Check the appropriate box (Yes/No) in response to the question.

Question 27. (1 point)

Do you provide ongoing training to all WIC staff using the FNS-developed competency-based breastfeeding curriculum, or similar State-developed training based on FNS-developed competency-based breastfeeding curriculum?

Check the appropriate box (Yes/No) in response to the question.

Question 28. (1 point)

Do you have ongoing continuing education on breastfeeding for all staff through regularly scheduled staff trainings and other educational opportunities?

Check the appropriate box (Yes/No) in response to each question.

**PRENATAL/EARLY POSTPARTUM SUPPORT**

The third trimester of pregnancy and the early postpartum period are critical times in encouraging and supporting mothers who express intention to breastfeed and those who have initiated breastfeeding. These time periods are important to helping mothers establish successful breastfeeding relationships with their babies. During the prenatal period, a mother should be educated about how to breastfeed, her ability to produce milk, and how to tell that her baby is getting enough milk from her to thrive.

During the first few weeks after delivery, mothers need assurance they are successful and support should be provided if problems arise.

Question 29. (1 point)

Do you have policies and procedures that require support for breastfeeding mothers, especially during the early postpartum period, that assist mothers in continuing exclusive breastfeeding for as long as possible?

The supportive documentation must include all of the following:

- Early assessment and follow-up for the breastfeeding dyad soon after delivery
- Anticipatory guidance on what to expect (e.g., growth spurts, hunger and satiety cues, signs that baby is getting enough, etc.)
- Staff provide practical strategies to address potential obstacles
- Education and support available to breastfeeding mothers who are returning to work, or school, and mother's breastfeeding multiples.
- Referral system is in place ensuring the mother is connected to the appropriate WIC staff person
- Appropriate referrals to community resources that provide breastfeeding support services

Examples of acceptable supportive documentation: Policies and procedures, Staff training materials. Check the appropriate box (Yes/No) in response to the question.

Attach the supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.

Question 30. (1 point)

Do you have policies that ensure all participant breastfeeding concerns are addressed according to established time frames?

Check the appropriate box (Yes/No) in response to each question.



Congratulations!

You have completed the Gold  
Application for the WIC Breastfeeding  
Award of Excellence

Please .zip your files and submit via [Hightail Secure Uploads \(link is external\)](#).

Frequently Asked Questions and more information on how to upload:  
<https://www.fns.usda.gov/wic/breastfeeding-priority-wic-program>

**Previous Gold Awardees:** Please complete the top section of the Application Checklist on page 6 and the Application Verification Form on page 7 of the Gold Application. Please continue on to the application for the Premiere and Elite Awards.

**New Applicants:** Please complete the Application Checklist and the Application Verification Form on page 7 of the Gold Application.

If you would like to apply for a higher level award,  
continue on to the application for the Premiere and  
Elite Awards.

Thank you for applying for the  
WIC Breastfeeding Award of  
Excellence